



**University of
Zurich^{UZH}**

**Zurich Open Repository and
Archive**

University of Zurich
University Library
Strickhofstrasse 39
CH-8057 Zurich
www.zora.uzh.ch

Year: 2008

Standards and norms in the english language

Edited by: Locher, M A ; Strässler, J

Abstract: The theme of this collection is a discussion of the notions of 'norms' and 'standards', which are studied from various different angles, but always in relation to the English language. These terms are to be understood in a very wide sense, allowing discussions of topics such as the norms we orient to in social interaction, the benchmark employed in teaching, or the development of English dialects and varieties over time and space and their relation to the standard language. The collection is organized into three parts, each of which covers an important research field for the study of norms and standards. Part 1 is entitled "English over time and space" and is further divided into three thematic subgroups: standard and non-standard features in English varieties and dialects; research on English standardization processes; and issues of standards and norms in oral production. Part 2 deals with "English usage in non-native contexts," and Part 3 is dedicated to "Issues on politeness and impoliteness." The notions of standards and norms are equally important concepts for historical linguists, sociolinguists with a variationist background, applied linguists, pragmaticians, and discourse analysts.

Posted at the Zurich Open Repository and Archive, University of Zurich

ZORA URL: <https://doi.org/10.5167/uzh-17138>

Edited Scientific Work

Published Version

Originally published at:

Standards and norms in the english language. Edited by: Locher, M A; Strässler, J (2008). Berlin: Walter de Gruyter.

Table of contents

Acknowledgments	v
Dedication	vii
Tabula Gratulatoria	ix
Bibliography of Richard J. Watts' work	xiii
Preface	xix

Chapter 1

Introduction: Standards and norms

<i>Miriam A. Locher and Jürg Strässler</i>	1
--	---

Part I. English over time and space

Chapter 2

Swiss English, German English and American English:

In grammatical alliance against traditional British English?

<i>D. J. Allerton</i>	23
-----------------------------	----

Chapter 3

Regional variation in English in the new millennium:

Looking to the future

<i>Katie Wales</i>	47
--------------------------	----

Chapter 4

The role of dialect contact in the formation of Englishes

<i>Peter Trudgill</i>	69
-----------------------------	----

Chapter 5

Non-standardisation

<i>Daniel Schreier</i>	85
------------------------------	----

Chapter 6

From 'standard' to 'nonstandard' grammar. New England in the days
of *Salem Witchcraft* and the Civil War

<i>Adrian Pablé</i>	105
---------------------------	-----

Chapter 7

The rise of prescriptive grammars on English in the 18th century

Miriam A. Locher 127

Chapter 8

Lest the situation deteriorates –

A study of *lest* as trigger of the inflectional subjunctive

Anita Auer 149

Chapter 9

The BBC Advisory Committee on Spoken English or

How (not) to construct a ‘standard’ pronunciation

Jürg Schwyter 175

Chapter 10

Liverpool to Louisiana in one lyrical line:

Style choice in British rock, pop and folk singing

Franz Andres Morrissey 195

Part II. English usage in non-native contexts

Chapter 11

‘Standard’ English, discourse grammars and English language
teaching

Tony Bex 221

Chapter 12

Towards a new English as a Foreign Language curriculum for
Continental Europe

Urs Dürmüller 239

Chapter 13

Language learning and medium of instruction:

Understanding contemporary discourses and practices in Swiss
schools and classrooms

Daniel Stotz 255

Chapter 14	
Can academic writing style be taught?	
<i>Jürg Strässler</i>	281

Chapter 15	
Linguascaping Switzerland: Language ideologies in tourism	
<i>Adam Jaworski and Ingrid Piller</i>	301

Chapter 16	
The rules of “Denglish”	
<i>Elke Hentschel</i>	323

Part III. Issues on politeness and impoliteness

Chapter 17	
(Im)politeness in English as Lingua Franca discourse	
<i>Juliane House</i>	351

Chapter 18	
How to be impolite: Rating offensive strategies	
<i>Mercedes Viejobueno, Carol G. Preston and Dennis R. Preston</i>	367

Contributors	393
Contact information	399
Subject index.....	403
Author index	407

